



THE UNIVERSITY *of* EDINBURGH

Edinburgh Research Explorer

Public health and the value of disobedience

Citation for published version:

De Andrade, M & Hastings, G 2016, 'Public health and the value of disobedience', Paper presented at Critical Social Marketing - Master Class, United Kingdom, 4/07/16 - 4/07/16.

Link:

[Link to publication record in Edinburgh Research Explorer](#)

Document Version:

Other version

General rights

Copyright for the publications made accessible via the Edinburgh Research Explorer is retained by the author(s) and / or other copyright owners and it is a condition of accessing these publications that users recognise and abide by the legal requirements associated with these rights.

Take down policy

The University of Edinburgh has made every reasonable effort to ensure that Edinburgh Research Explorer content complies with UK legislation. If you believe that the public display of this file breaches copyright please contact openaccess@ed.ac.uk providing details, and we will remove access to the work immediately and investigate your claim.



STRUCTURE

1. What is marketing:

- Basic principles
- Strategic planning
- Final thought: this is about power

2. A case study of alcohol marketing:

- Overview, evidence and policy options

3. Pushing back: social marketing

A very real problem

The harm done by unhealthy marketing is well recognised

Industrial Epidemics

‘The concept of an epidemic associated with the commercialization of a dangerous productdiseases of consumers, workers and community residents caused by industrial promotion of consumable products In each instance, public health oriented policies run the risk of being opposed by industrial corporations in a health versus profit trade-off.’ ⁽¹⁾

Commercial Determinants of Ill-health

‘Marmot’s focus on the social determinants of ill health needs to be matched with an equal concern for the commercial determinants of ill health’ ⁽²⁾

Three logical public health responses

- a) Containment of the pathogen (by regulation)
- b) Counteracting its spread (eg counter advertising)
- c) Critical capacity building in the population (eg with media literacy)

- not alternatives
- Involves partnership working: public; health professionals; civil society.
- each can take many forms and needs to be deployed strategically
- Each is informed by marketing thought and practice

marketing principles

1. Needs and wants: theirs not ours
2. Availability and affordability
3. Competition
4. Reputation
5. Advertising?
6. Ultimately it's about understanding and influencing behaviour: it's about people

responding to this public health threat

Containment

Marketing regulation in tobacco control shows that:

- the key requirement is to reduce exposure. content regulation, with one exception*, produces ineffective and resource wasting codes of conduct
- measures have to be comprehensive, taking in all forms of marketing communication as well as other elements of the marketing mix (inc product design, packaging, distribution and pricing)
- popular demand is a great driver of regulation
- commercial operators have to obey these rules, but otherwise must be excluded from the regulatory process

*the Loi Evin in France

responding to this public health threat

Counteraction

pro health counter-marketing has been shown to be effective. the Truth campaign in the US for example, significantly reduced teen smoking ⁽³⁾. in the UK CRUK's 'smoke this' demonstrates how digital channels can perform a similar task ⁽⁴⁾

counteraction can also involve a more direct attack on commercial marketing. in the 1980s a very successful campaign (BUGA UP) ⁽⁵⁾ was waged in Australia against tobacco advertising using irreverent graffiti. this tradition has also be used against energy dense food advertising...



as with regulation,
counteraction should address
not just advertising, but the
whole marketing process

responding to this public health threat

Critical capacity

Citizens need to be engaged in the process of change that will bring about healthier societies. This means they need to know more about the methods of big business

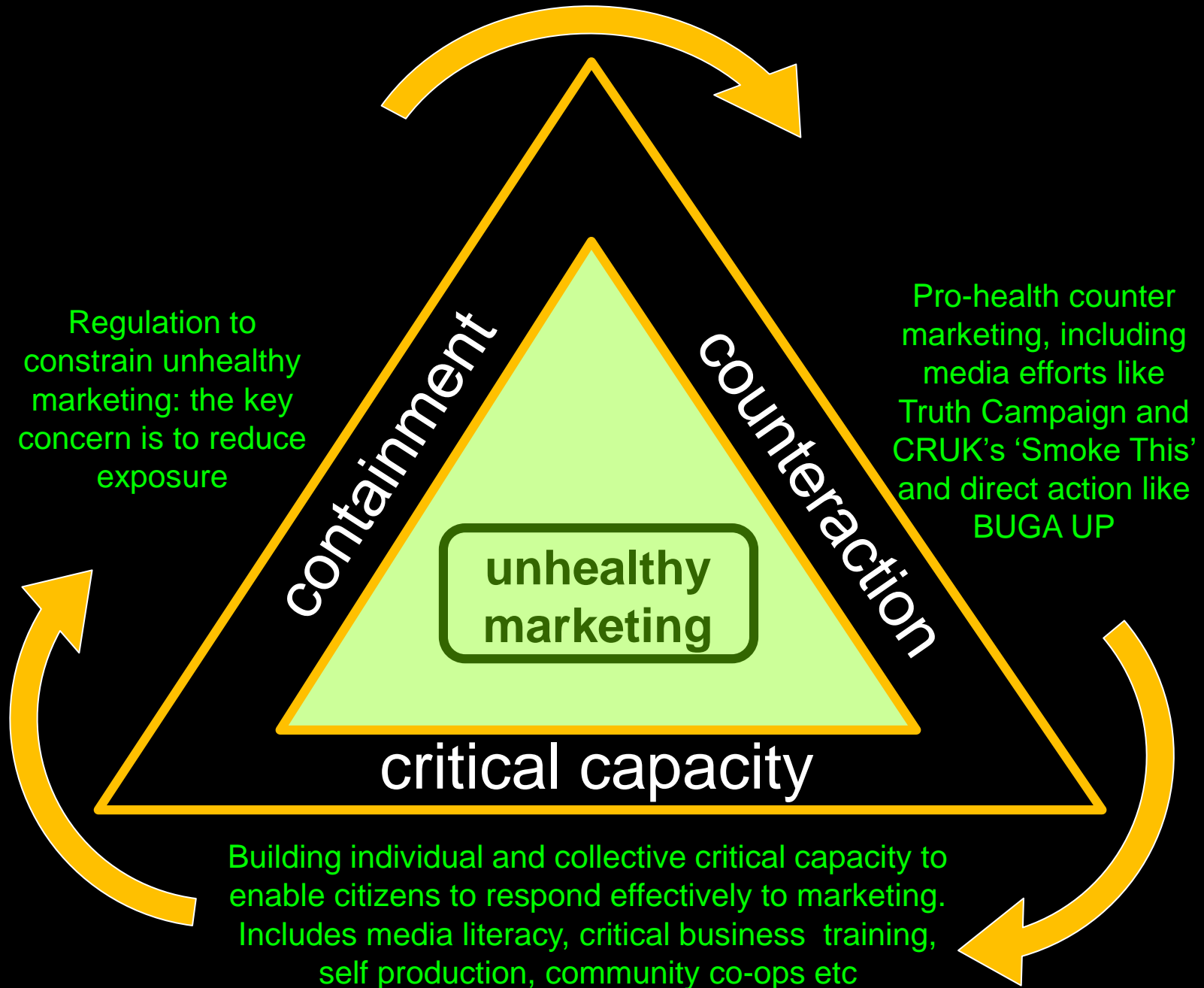
This includes media literacy campaigns to explain the process of advertising and how to guard against them

But, as for containment and counteraction, should go further and explain the whole neoliberal business model:

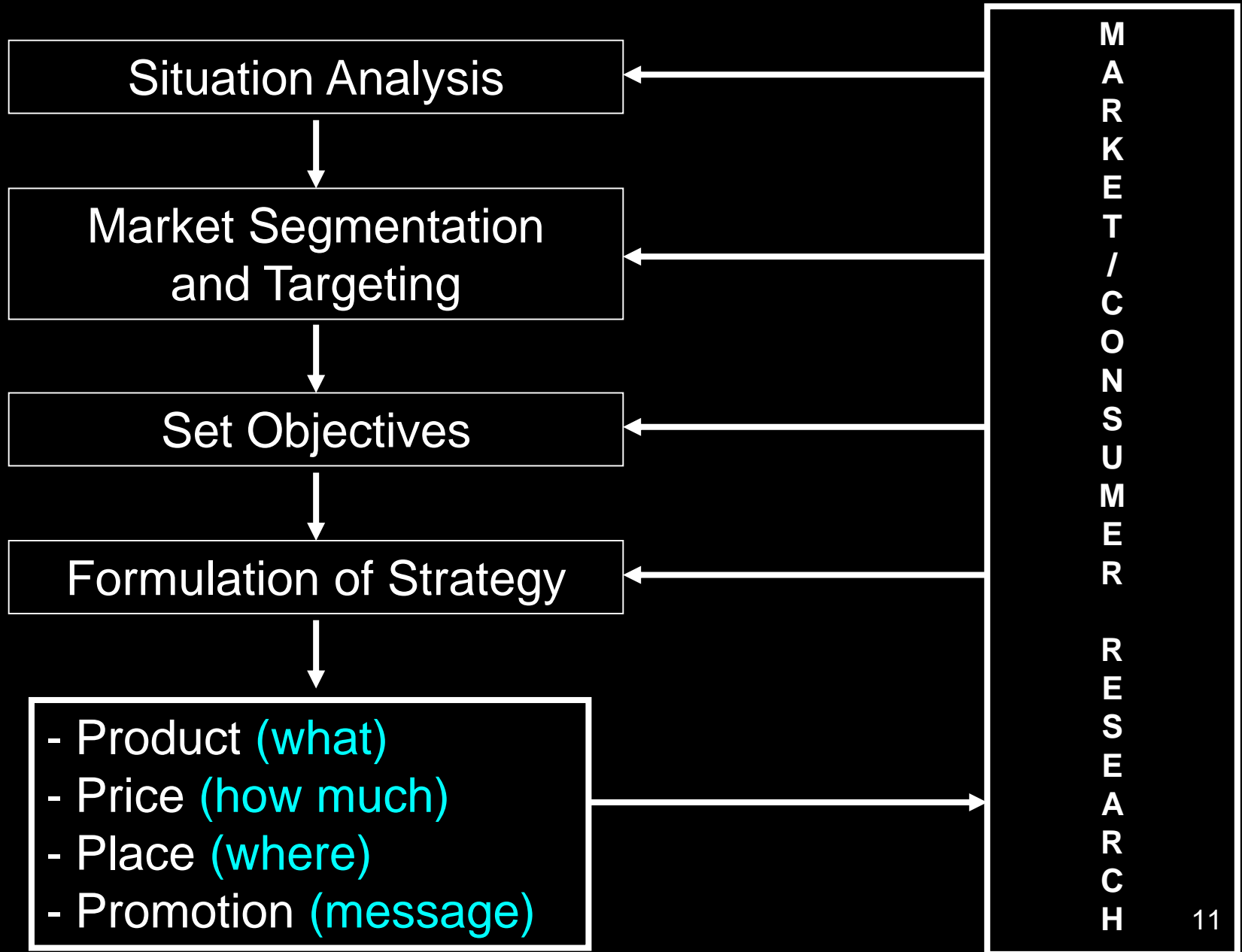
- Who are the global operators?
- What are their methods?
- How much influence do they have over our government?

responding to this public health threat

this thinking can be
summarised in a diagram ⁽⁷⁾



Social Marketing Planning Process



conclusion

What is marketing?

A means of influencing consumer behaviour

What is social marketing?

A means of influencing human behaviour